# U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Substance Abuse and Mental Health Services Administration Center for Substance Abuse Treatment National Alcohol and Drug Addiction Recovery Month

# **Overview of the Celebration**

The U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Treatment (CSAT), sponsors *National Alcohol and Drug Addiction Recovery Month (Recovery Month)* each September as a way to draw attention to the importance of treatment for substance use disorders. Nationwide throughout the month of September, public and private sector organizations celebrate people in recovery and the many people who have helped them on their path to recovery. *Recovery Month* events and activities promote the successes of treatment programs in communities across the country, ultimately underscoring the message that treatment is effective and recovery is possible.

To help organizations reach their target audiences throughout the *Recovery Month* campaign, SAMHSA and more than 85 public and private sector organizations distribute comprehensive, user-friendly planning toolkits to a wide selection of organizations planning to hold *Recovery Month* events in September, ranging from organizations and agencies in the health care, criminal justice, education, business, and government sectors. The toolkits contain template media materials and a variety of audience-specific fact sheets and resources that can help organizations plan their September activities.

The planning toolkit recommends types of events that recipients can hold, including community rallies, legislative forums, and other events to promote treatment effectiveness to the media, key constituency groups, and special audiences. The materials in the toolkit also promote the current year's *Recovery Month* theme, encouraging communities to invest in addiction treatment services.

SAMHSA hosts a *Recovery Month* interactive Web site where materials can be accessed electronically or ordered. In addition, news and articles are posted and events held throughout the country are listed by locality. During *Recovery Month*, the activities throughout the country are numerous and vary according to the resources and level of effort put forth by the national and local sponsors. SAMHSA hosts both a national kick-off media event in Washington, D.C. and multiple community events held in selected localities across the country. Activities taking place at the local level include community forums at which experts and legislators host a dialogue about local addiction treatment issues; health and information fairs sponsored by concerned community organizations; and other creative community-based events, such as walks and runs. Many communities focus their efforts on the placement of special news features about people in recovery and the



promotion of radio and television coverage about addiction treatment-related issues. Individuals can also participate in *Recovery Month* by viewing the live webcasts, web chats and "Ask the Expert" forums on the *Recovery Month* Web site.

To complement the local media efforts, SAMHSA produces and/or redistributes television and radio public service announcements (PSAs) that highlight the effectiveness of treatment and encourage individuals with alcohol and drug disorders and/or their loved ones to call SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP.

**Recovery Month** is the national opportunity to educate the public about the scope of the public health problem of alcohol and drug use disorders and the benefits of treatment and recovery. It is also a time when people in recovery celebrate their sobriety and help to dispel the negative stereotypes associated with those in need of treatment. According to the 2003 National Survey on Drug Abuse and Health:

- An estimated 19.5 million Americans aged 12 or older were current illicit drug users in 2003, meaning they had used an illicit drug at least once during the past month. Marijuana was used by 14.6 million persons, making it the most commonly used illicit drug.
- 119 million Americans aged 12 or older were current drinkers of alcohol, while 54 million (22.6 percent) participated in binge drinking at least once in the past 30 days.
- 70.8 million Americans (29.8 percent of the population aged 12 or older) reported current use of a tobacco product in 2003.
- An estimated 21.6 million Americans in 2003 were classified with dependence on or abuse of either alcohol or illicit drugs (9.1 percent of the total population aged 12 or older).
- An estimated 3.3 million people aged 12 or older (1.4 percent of the population) received some kind
  of treatment for a problem related to the use of alcohol or illicit drugs in the 12 months prior to being
  interviewed in 2003.

In celebration of the success of *Recovery Month*, each year a new theme is selected for the *Recovery Month* observance; the toolkit and supporting materials reflect the theme. The following report details the results of the 2004 campaign and the impact it has had on raising the public's awareness about alcohol and drug use disorders, addiction, treatment and recovery.



# **2004** Outcomes for the 15<sup>th</sup> Annual National Alcohol and Drug Addiction *Recovery Month*

# Join the Voices for Recovery...NOW!

September 2004, which marked the 15th observance of *Recovery Month*, can be considered the best *Recovery Month* ever. More events were held this year – and they were better attended – than ever before, and online activity increased, with more people than ever before accessing the Web site. The celebration focused on improving access to recovery among the large number of Americans who have difficulty obtaining treatment for substance use disorders.

The 2004 theme, "Join the Voices for Recovery...NOW!" encouraged everyone to help incorporate community treatment and recovery services as an integral part of the Nation's public health system. The effort also educated the public that addiction is a chronic, but treatable, disease and a public health problem that affects everyone. Of particular importance to a wide range of public and private organizations in the alcohol and drug use disorders treatment field is the Access to Recovery initiative launched by President Bush to help those in need secure the best treatment options available to meet their specific needs.

### **Outreach Materials and Initiatives**

SAMHSA and its planning partners developed a *Recovery Month* toolkit, a commemorative *Recovery Month* poster, and a promotional flyer and brochure used in mailings and conference exhibits prior to distribution of the printed toolkits. Additionally, SAMHSA developed two new 2004 radio and television PSAs: "Boat" which demonstrates that all people who suffer from alcohol and drug use disorders, no matter their age, gender, race or class, are "in the same boat," and that treatment helps them to reach solid ground, and "Tony," which illustrates how getting help through treatment can enable a person to help others, thereby multiplying the effect of one person's treatment. A new 2004 *Recovery Month* Web site, <a href="https://www.recoverymonth.gov">www.recoverymonth.gov</a>, hosted SAMHSA-sponsored webcasts, web chats and "Ask the Expert" forums. Visitors were able to download a virtual *Recovery Month* toolkit, and view the PSAs. People also posted their community forums and events on the site -- a valuable tool for promoting these events to attract both volunteers and attendees. Further details about the *Recovery Month* Web site are reported in the Interactive Web-Based Activities and Information section of this report.

### **Recovery Month Printed Materials**

Building upon the success of the 2003 campaign, SAMHSA and its planning partners worked together to develop a toolkit for local community-based organizations to use as a resource for developing and planning *Recovery Month* events in 2004. To meet the high demand for *Recovery Month* materials, SAMHSA printed 75,000 toolkits for distribution to various public and private organizations, coalitions, and agencies

from a variety of disciplines including the health care, education, business, criminal justice, and government sectors, among others.

The 2004 **Recovery Month** planning toolkit was a valuable resource to help organizations and government entities plan events that educate the public on substance use disorders and addiction-related issues. It contained a variety of materials that organizations could duplicate directly or tailor to create customized materials and programs for their communities. As in previous years, the toolkit was divided into three sections:

- Media Outreach
- Targeted Outreach
- Resources

### **Media Outreach**

The Media Outreach section offered suggestions on the types of events that community-based organizations could hold to celebrate *Recovery Month*, and was packed with tips on how to plan and execute successful events that attract local media attention and have a strong impact on the community. Included in this section of the toolkit were sample media materials, including a sample press release, media advisory and op-ed, along with instructions for how organizations could tailor the sample materials or write their own and distribute them to media outlets to encourage media coverage of their events.

Of particular use to event organizers was a new addition to the Media Outreach section of the toolkit in 2004: A tip sheet titled "Speaking Effectively with the Media About *Recovery Month*," which provided handy tips for event organizers about how to make the most of a media interview. It also included suggestions on key points to convey to media during *Recovery Month*, so that event organizers in communities across the country presented a uniform message about the national *Recovery Month* initiative.

Also included in the Media Outreach section of the toolkit were two sample proclamations for national, state, and local officials to use in declaring September as *Recovery Month* in their jurisdictions. The proclamations were accompanied by instructions on how to secure an official's interest in issuing a *Recovery Month* proclamation.

Live-read radio public service announcements also were included, and organizations were encouraged to distribute them to local radio stations to give listeners basic information about *Recovery Month* along with a national toll-free or local number to learn more about treatment services.



To aid event organizers in distributing their outreach materials, the toolkit contained *Recovery Month* logos and a letterhead template. These items allowed event organizers across the country to further brand their materials as part of the national initiative.

# **Targeted Outreach**

The most in-depth portion of the planning toolkit was the Targeted Outreach section, which contained a wealth of up-to-date and useful information used to educate not only the event organizers, but also the attendees of their events about the nature of substance use disorders and the effectiveness of treatment. This section of the toolkit contained 10 fact sheets that communicated the key themes of the entire *Recovery Month* initiative, such as the effectiveness of treatment, the need to overcome barriers to accessing treatment, and the value of recovery.

Some of the fact sheets featured general background information, such as a list of the most commonly misused substances, accompanied by up-to-date statistics showing the number of Americans who misuse them. Importantly, the toolkit also contained audience-specific fact sheets with information relevant to key audiences, such as youth. Event organizers could use these fact sheets to target specific audiences through their events and activities. To make the toolkit even more useful, the audience-specific fact sheets featured a list of steps each audience could take to make a difference.

The 2004 toolkit also featured vignettes—personal stories of recovery told by the people who live it every day and the people who support them. Their unique stories were meant to be shared with others on their way to recovery as an inspiration and to relay the positive way they have reclaimed their lives.

#### Resources

The Resources section of the 2004 planning toolkit served two purposes:

To list a wide spectrum of organizations that may be helpful to **Recovery Month** event organizers, such as a list of Planning Partners participating in the **Recovery Month** celebration, so that event organizers could contact other organizations to coordinate efforts.

To provide resources for individuals seeking addiction treatment and other information about substance use disorders. A Single-State Agency list was provided, as well as a comprehensive resource brochure complete with descriptions of each organization. Listings in the brochure were organized by category to make it easy to find a particular organization.

# **Supplemental Materials**

SAMHSA also designed and produced 10,000 color 35" x 50" commemorative *Recovery Month* posters, 10,000 color 8.5" x 11" announcement flyers, and 10,000 3 ¾" x 9" teaser brochures for use in mailings and conference exhibits prior to release of the printed kits. Seventy-five thousand Web flyers were also produced and distributed with the toolkits to increase awareness of *Recovery Month* activities and the availability of materials.

The following materials were included in the 2004 toolkit.

Section/Topic	# of pages
Signed Support Letters	
HHS Secretary Tommy Thompson	1
ONDCP Director John Walters	1
SAMHSA Administrator Charles G. Curie	
and CSAT Director Dr. H. Westley Clark	1
Web Promotional Flyer	1
Media Outreach Materials	
Media Tips: Speaking Effectively with the Media About Recovery Month	2
Promotional Event Ideas	6
Sample Press Release	5
Sample Media Advisory	4
Sample Op-Ed	3
Radio Public Service Announcements (live-read announcer scripts)	2
Sample Proclamations	4
Logo Sheet	1
Letterhead	1



## **Targeted Outreach Materials**

Overview: Access to Recovery	3
Overview: Alcohol and Drug Use Disorders in Our Society	3
Overview: The National Investment in Treating Alcohol and Drug Use Disorder	2
Overview: Commonly Misused Substances	10
Overview: Join the Voices of Recovery	6
Youth and Alcohol and Drug Use Disorders: How Adults Can Help	10
Alcohol and Drug Use Disorders and the Workplace	8
Health Care Providers: Helping Your Patients Join the Voices for Recovery	9
Mobilizing the Recovery Community: Using Your Experience to Spread the Word	6
Supporting and Integrating Systems of Care: Maximizing Their Impact on Improving Access to Treatment for People with Alcohol and Drug Use Disorders	15

## A Partial Distribution List for the Recovery Month 2004 Kits

Addiction Technology Transfer Centers

Advocates for Recovery Through Medicine

Alcohol and Drug Council of North Carolina

American Association of Marriage and Family Therapy

American Bar Association, Standing Committee on Substance Abuse

American Psychological Association

Association of Persons Affected by Addiction

Behavioral Health Services

Californian's for Drug-Free Youth/Teen Challenge

**Catholic Charities** 

Child Welfare League of America

Community Anti-Drug Coalitions of America

**Compass Center** 

Congress

**Criminal Justice Grantees** 

**Drug Education Council** 

**Drug Free Businesses Houston** 

East County Center for Change

Eastside Catholic Center and Shelter

Faces and Voices of Recovery

Four Corners Community Behavioral Health

**Great Lakes ATTC** 

Holly Hill Hospital

Hope Networks

Iowa Substance Abuse Program Directors Association

Join Together

Lutheran Social Services of Illinois

**MARRCH** 

Minnesota Supreme Court

Mississippi Center for Mental Health

Massachusetts Organization for Addiction Recovery

Municipal Channel

Narcotics Anonymous

National Asian Pacific Families Against Substance Abuse

National Association for Children of Alcoholics

National Association of Drug Court Professionals National Association of Governors

National Association of Mental Health

National Association of Social Workers

National Council for County Behavioral Healthcare Directors

National Council on Alcoholism and Drug Dependence

National League of Cities

**New Millennium** 

Philadelphia Corporation for Aging

**Planning Partners** 

**SAMHSA Grantees** 

Silhouette Events

Single State Agencies

State Associations of Addiction Services

**Tarzana Treatment Centers** 

Treatment Alternatives for Safe Communities

The Association of Halfway Houses Alcoholism Programs of North America, Inc.

U.S. Department of Transportation – DWI/Drug Courts

U.S. Conference of Mayors

# Recovery Month 2004 Kick-Off

The *Recovery Month* 2004 celebration began with a major press event on September 9, 2004 in the Holeman Lounge at the National Press Club in Washington, D.C. The press event highlighted the release of the Substance Abuse and Mental Health Services Administration's 2003 National Survey on Drug Use and Health: National Findings, which surveyed 67,784 Americans to determine the latest statistics on substance abuse. Speakers at the press conference included:

- John P. Walters, Director, White House Office of National Drug Control Policy (ONDCP)
- Charles G. Curie, Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA)
- Stephen J. Pasierb, President and CEO, Partnership for a Drug-Free America
- Dr. Deni Carise, Director of Treatment Systems, Treatment Research Institute and Clinical Professor, University of Pennsylvania, and person in recovery
- Rachel Cooke, college student in recovery from methamphetamine abuse

The National Survey on Drug Use and Health provides a comprehensive and accurate snapshot of substance abuse trends for the past year. The annual survey is the largest of its kind, and provides annual estimates of the prevalence of illicit drug, alcohol, and tobacco use in the United States, while monitoring trends over time. The 2003 survey showed nearly 19.5 million Americans age 12 and older were using illicit drugs—over eight percent of the population. Almost Fifty-four percent of youth, a decline from previous years, reported that marijuana was fairly or very easy to obtain. The statistics continue to be troubling: 70.8 million Americans reported current use of a tobacco product, while 18.0 percent of pregnant women aged 15 to 44 smoked cigarettes.

Building on the momentum generated by the 2004 *Recovery Month* kick-off event, The National Council on Alcoholism and Drug Dependence (NCADD) held an event of its own focused on legacy, leadership, and recovery. NCADD simultaneously held "Sixty Years of Leadership and Service," a conference dedicated to the legacy of recovery and challenging stigma. The conference was held September 8 – 11, 2004 at the Willard Hotel and served to extend the kick-off celebration for *Recovery Month*. Additionally, on September 9th a luncheon was hosted by NCADD to further celebrate *Recovery Month*.

# **SAMHSA-Sponsored Community Forums/Events**

Working closely with partners in major cities across the country, SAMHSA sponsored 35 community forums/events where individuals in recovery, experts, and legislators discussed local addiction treatment issues. Together, these SAMSHA-sponsored community events reached 31,450 people throughout the nation. As in past years, forums/events included an emphasis on multicultural populations.

SAMHSA-sponsored cities that hosted official *Recovery Month* 2004 community forums included:

- Boston, Massachusetts
- Brooklyn, New York
- Buffalo, New York
- Chicago, Illinois
- Columbus, Ohio
- Cleveland, Ohio
- Dallas, Texas
- Des Moines, Illinois
- Detroit, Michigan
- Hartford, Connecticut
- Honolulu, Hawaii
- Houston, Texas
- Jersey City, New Jersey
- Los Ángeles, California
- Louisville/Frankfort, Kentucky
- Madison, Wisconsin
- Minneapolis/St. Paul, Minneapolis
- New Orleans, Louisiana

- Orlando, Florida
- Philadelphia, Pennsylvania
- Phoenix, Arizona
- Pittsburgh, Pennsylvania
- Pocatello, Idaho
- Raleigh/Durham, North Carolina
- Rapid City, South Dakota
- Riverside, California
- Sacramento, California
- Salt Lake City, Utah
- San Antonio, Texas
- San Diego, California
- San Francisco, California
- San Juan, Puerto Rico
- Seattle, Washington
- Tampa, Florida
- Tulsa, Oklahoma

The SAMHSA-sponsored community forums/events began and/or continued a community discussion on alcohol and drug use recovery and established a community environment supporting treatment programs that help individuals reclaim their lives. They helped to highlight the need to improve access to recovery among the large number of Americans who have difficulty obtaining treatment for alcohol or drug use disorders.

Community events addressed local community issues and defined specific objectives and action steps to broaden support and access for individuals in recovery, their families, and friends.

In addition, in 2004 SAMHSA sponsored seven *Recovery Month* Major League Baseball (MLB) events attended by more than 4,000 individuals and drawing local recognition and media attention for recovery issues. Lou Johnson, former Los Angeles player and member of the Los Angeles Drug and Alcohol Advisory Committee, was featured as the supporter at the Los Angeles Dodgers game on September 10, 2004 and "Sudden Sam" McDowell, former major league player and native of Pittsburgh, Pennsylvania, presented at the September 21, 2004 Pittsburgh Pirates game. The first lady of Ohio, Mrs. Hope Taft, has attended *Recovery Month* MLB events in both 2003 and 2004. MLB events were held in the following cities:

- Atlanta Braves September 22
- Baltimore Orioles September 26
- Cleveland Indians September 16
- Los Angeles Dodgers September 10
- Minnesota Twins September 16
- Pittsburgh Pirates September 21
- St. Louis Cardinals September 15

# **Locally Sponsored Community Events**

As of January 2005, 47 states, the District of Columbia and Puerto Rico had held 417 events in 212 cities, an increase of 44% over 2003 *Recovery Month* events, reaching more than 940,000 people—this includes the SAMHSA-sponsored local community events and MLB initiative. To promote local community events and inspire more participation, community organizers were encouraged to list their local events and activities on the official *Recovery Month* Web site at www.recoverymonth.gov. The events list page was configured as a map of the United States. Viewers could click directly on a state or select it from a drop-down menu in order to view the events that took place in their state.

To generate such a large number of activities and events takes the dedication of many. **Recovery Month** 2004 celebrations were outstanding and brought in a record number of participants, thanks to widespread community planning and outreach.



A sample of other highlights throughout the month of September included the following (a complete listing is available on the 2004 *Recovery Month* Web site at <a href="https://www.recoverymonth.gov">www.recoverymonth.gov</a>):

# Alcohol: The Under-Recognized Drug; A Continuing Education Workshop for Licensed Professions, Ridgeview Institute Professional Building North, Smyrna, Georgia, September 10, 2004

This seminar presented an overview of the treatment of alcohol in today's culture, including history, development of the disease model, prevalence, marketing, and impact. The presenter, Brian L. Moore, Ph.D., Founder and Director of Lifetime Interventions, Inc. provided information and tools related to the assessment of alcoholism, the steps involved in the intervention process and how to prepare clients to effectively participate in a structured intervention.

# National Council on Alcoholism and Drug Dependence of New Jersey Recovery Walk, Liberty State Park, Jersey City, NJ, September 18, 2004

The annual Recovery Walk and Rally with leaders and advocates of recovery joined their voices together to honor and celebrate recovery.

## "Step Up" to Recovery, Festival Center, Washington, D.C., September 26, 2004

"Step Up" to Recovery was a family-friendly and emotionally moving event that recognized and encouraged graduates of the Intensive Recovery Program. A Q&A session was provided for visitors who desired to know the "bigger picture".



# **Media Outreach**

To draw media attention to the *Recovery Month* 2004 celebration, SAMHSA hosted the kick-off press conference on September 9th in the Holeman Lounge at the National Press Club in Washington, D.C.

Print coverage for national and local events was monitored nationwide for *Recovery Month* in national and local newspapers, magazines, and on the Internet. To date 296 press clippings have been collected, through publications with a collective circulation of more than five million.



# **Recovery Month 2004 Proclamations**

President George W. Bush issued a proclamation celebrating September 2004 as National Alcohol and Drug Addiction *Recovery Month*. In addition, another 110 proclamations were issued throughout the country: 30 gubernatorial and state legislatures; 64 mayoral, county and city council proclamations have been issued for *Recovery Month* 2004. There were also 16 proclamations from Native American tribes and affiliated centers issued to celebrate Native American Wellbriety Month.





National Alcohol and Drug Addiction *Recovery Month*, 2004 by the President of the United States of America a Proclamation

Across our country, millions of Americans suffer from the debilitating effects of alcohol and drug abuse. Substance abuse shatters lives, divides families, and robs people of their promise and potential.

My Administration is confronting these dangers. We are pursuing an ambitious, focused strategy to cut demand for drugs at home, disrupt supplies abroad, and ensure that citizens living with addiction get the treatment they need. We have made progress in fighting substance abuse, but there is more to do.

One of the worst decisions our children can make is to endanger their lives and their futures with alcohol or drugs. My Administration is addressing this problem with a strategy of education, treatment, and law enforcement. We also support random student drug testing as a prevention tool. We are seeing the results of all of these efforts, as more of our young people are also choosing to avoid alcohol and drugs. Drug use among youth has declined by 11 percent from 2001 to 2003.

My Administration is committed to expanding the choice of service providers for those struggling with addiction. We recognize the success of faith-based and community approaches in which caring citizens join together to offer alternatives to traditional treatment, helping people change habits by changing their hearts. Through the Access to Recovery initiative, we have provided an additional \$100 million in new grants this year to expand options for substance abuse treatment and recovery support services through vouchers, which allow individuals to choose the services that best meet their recovery needs. In my 2005 budget, I have proposed doubling funding for this initiative to further expand treatment. In total, I have requested \$3.7 billion for drug treatment and research programs for 2005, an increase of about 25 percent since 2001.

The struggle against substance abuse is a community effort, and this month is an opportunity to further raise awareness and support the fight against the destructive cycle of addiction. I call on all Americans to make responsible and healthy choices so that everyone can realize the great promise of our Nation.

NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim September 2004 as National Alcohol and Drug Addiction *Recovery Month*. I call upon the people of the United States to observe this month with appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of September, in the year of our Lord two thousand four, and of the Independence of the United States of America the two hundred and twenty-ninth.

GEORGE W. BUSH



# Recovery Month 2004 Proclamations Issued

Alaska Indian Rocks Beach

<u>Kake</u> <u>Lee County</u>

State of Alaska Margate

Arizona

Scottsdale Yaqui Community Georgia

California City of Albany

<u>Anaheim</u> Illinois

City Of Walnut Joliet

<u>Diamond Bar</u> <u>Morton Grove</u>

El Cerrito
Skokie
Fairfield
Springf

Fresno County Board of Supervisor

State of Illipois

Fresho County Board of Supervisor

Fullerton

State of Illinois

<u>Hawthorne</u> Indiana

Indian Wells State of Indiana

Irvine

<u>Laguna Niguel</u> lowa

Lake Forest
Los Angeles County
City of Dos Moines

<u>Mission Viejo</u>

<u>City of Des Moines</u>

City of Pleasant Hill

Newark
Placentia
City of West Des Moines
City of Window Heights

<u>San Diego American Indian Health Center</u>
<u>City of Windsor Heights</u>
<u>City of Urbandale</u>

Santa Barbara Employee Assistance Program of Des Moines

Colorado Resolution of City of Bondurant

Colorado Coalition for the Homeless Kansas

Denver Sedgwick County
Englewood State of Kanada

nglewood State of Kansas

Connecticut Wichita

State of Connecticut Kentucky

Common Wealth of Kentucky

Florida







Common Wealth of Kentucky

Louisiana

Louisiana House/Senate Resolution

State of Louisiana

Maine

State of Maine

Maryland

State of Maryland

Massachusetts

<u>Commonwealth of Massachusetts</u> State of Massachusetts Resolution

Michigan

American Indian Health & Family Services

Certificate of Proclamation from the Governor and

Lieutenant Governor

<u>Detriot City Council's Testimonial Resolution</u> Detriot City Council's Testimonial Resolution

East Lansing Livonia

The Mayor of the City of Detroit

**Senate Resolution** 

Southgate

Special Tribute from the Senator

Wayne County Commission Resolution

Montana

Anaconda/Deer Lodge County

Nevada

State of Nevada New Hampshire

State of New Hampshire

**New Jersey** 

Hillside

Monmouth County

Pennsauken

New Mexico

Acoma Behavioral Health Services

State of New Mexico

**New York** 

Newburgh

Rochester

State of New York

North Carolina

Cary

North Dakota

State of North Dakota

Ohio

Forest Park

I.C.A.R.E.

Ohio State Resolution

Preble County

**Upper Arlington** 

Oklahoma

All Nations Indian Youth

Circle of Friends & SKINS

**Good News Sanctuary** 

**Indian Champs** 

Indian Health Care Resource Center

Love 4 Life Tulsa

State of Oklahoma

Tulsa

**United Aerospace Workers** 

Oregon

**Portland** 





Medford

State of Oregon

Pennsylvania
County of Bucks

Pennsylvania Family Day

Pittsburgh American Indian Center

State of Pennsylvania

Rhode Island

Rhode Island House Resolution

**Rhode Island Senate Resolution** 

South Carolina

Charleston

State of South Carolina

Texas

Corpus Christi

Forth Worth, Office of the Mayor

Utah

State of Utah

Vermont

State of Vermont

Virginia

Alexandria

Washington

Camas Institute - Kalispel Tribe

Healing Lodge of the 7 Nations

State of Washington

## **Interactive Web-Based Activities and Information**

SAMHSA hosted a *Recovery Month* interactive Web site, making information on *Recovery Month* accessible to local communities and the general public either online or through downloadable files. Visitors could view and order materials, distribute news, and post events by locality. From January through December 2004, the official *Recovery Month* Web site received more than 8 million hits (an indicator of Web server traffic), and logged in 464,207 "unique visitors" (an indicator of new visitors) to the site. This is a 232 percent increase from 2003, when 139,846 unique visitors visited the site.

The site experienced tremendous growth over the previous year, especially during the month of September. In September 2004, there were 105,924 unique visitors to the site, compared to 24,233 unique visitors as of September 2003, a 337 percent increase. Overall, there were 168,705 visits during September 2004, compared to 52,242 visits during September 2003, a 223 percent increase. An even more impressive growth rate occurred in hits to the web banners area in 2004, which experienced a 944 percent increase compared to 2003.

This significant growth indicates a consistent, loyal, and continuously growing audience.

Features on the Web site for 2004 included an interactive events counter and event photos. An electronic flyer was also made available each month for organizations hosting events. In 2004, 417 events were posted on the site, an increase of 44 percent over the previous year. The Web site also included the virtual *Recovery Month* toolkit, an option for contributors to automatically receive future *Recovery Month* toolkits, and on-line ordering capabilities. In addition, visitors were able to access SAMHSA press releases, additional resources and publications, the proclamations, event listings, archived web chats and Webcasts – including new "Ask the Expert" forums, English and Spanish versions of television and radio PSAs produced in 2001, 2002, and 2003 along with the *Recovery Month* 2004 spots. New features on the Web site for 2004 included the Road to Recovery listsery, optimized enhancements to text on the Web site's "e-mail this page" feature, a custom 404 error page, and other content areas such as Voices for Recovery.



# Recovery Month Web Site Hits Compared to Previous Years

Month	2004 Hits	2003 Hits	2002 Hits	2001 Hits	2000 Hits
Prior to June	2,415,654	2,533,370	633,187	114,413	-
June	533,355	683,796	228,496	127,852	17,507
July	693,215	767,676	284,609	629,657	37,655
August	1,169,034	1,231,059	375,530	212,043	45,988
September	1,140,801	1,157,533	452,433	176,016	51,235
October	764,454	614,676	243,100	85,975	27,983
November	878,528	474,020	240,932	57,167	22,033
December	715,477	337,088	8 150,957	55,373	16,238
Total	8,310,518	7,799,218	2,609,244	1,458,496	218,639

#### Webcasts

SAMHSA developed 10 Webcasts in a talk and magazine show format, with a host and four guests. All Webcasts were aired on the first Wednesday of the month at 3:00 p.m. EST, beginning in February and running through November. Viewers had an opportunity to send in topic-related questions, prior to each Webcast via the *Recovery Month* Web site. These questions were addressed during the program. The ten monthly Webcasts logged 12,918 views. (These figures indicate the number of times a viewer accessed the web page, but do not necessarily reflect the number of times the supporting graphics/files were viewed.) In addition, more than 160 cable stations throughout the country are currently airing the Webcast series. Archive copies of the Webcasts were made available on the web immediately following the aired program and VHS video cassette tapes could be ordered via the *Recovery Month* Web site. With the sale of 358 tapes in 2004, these have become NCADI's most widely distributed video series. The Webcast "Addiction by Prescription" received the largest viewership. The 2004 Web cast are listed below:

Road to Recovery (2/1/04)

Addiction by Prescription (3/3/04)

Alcohol and Drug Use Screening, Intervention, and Referral (4/7/04)

Helping Older Adults Find Recovery (5/5/04)

The Individual and Familial Dynamics of Recovery (6/2/04)

Alcohol and Drug Use Disorders, STDs, and Other Infectious Diseases (7/7/04)

The Role of Faith- and Community-Based Systems in Addiction Treatment and Recovery (8/4/04)

Mutual Support Groups: What Everyone Needs to Know (9/1/04)

Witnessing With Anonymity: Dispelling the Misconceptions That Silence the Voices of Recovery (9/15/04)

A Nation Unites for Recovery (11/3/04)

# Web Chats/"Ask the Expert"

SAMHSA developed two web chats that aired on the third Wednesday of the month at 3:00 p.m. EST, in March and April. That feature was later transitioned to "Ask the Expert" forums, which ran in May, June, July, and August and twice in September. This addition allowed for a longer window of time for visitors to key in their questions and get expert advice from SAMHSA-approved experts. There were a total of 45 chat logins and 26 simultaneous users for the 2004 web chats and the new "Ask the Expert" segment captured and successfully answered all visitor questions.

## **Radio Tour**

For *Recovery Month* 2004, SAMHSA promoted a 286 event radio tour across the nation—including Washington, DC, St. Louis, Orlando, Minneapolis, Cleveland, Madison, New Orleans, Pittsburgh, Hartford, Philadelphia, Raleigh, Boston, Atlanta, Buffalo, Pocatello, ID, Tampa, Phoenix, Rapid City, SD, Baltimore and Seattle. The Radio Tour was an opportunity for communities to learn about the celebration and what activities were being planned in their cities. Over 450 calls, emails, and faxes were distributed during the radio tour campaign. With 74 affiliates and 9 markets participating in the tour an estimated 320,300 listeners were engaged. In addition to stations that ran airings from networks, interviews were also conducted with local stations. Localized press releases and briefing sheets were designed to implement the radio outreach strategy.

# **Public Service Announcements (PSAs)**

For *Recovery Month* 2004 SAMHSA produced two new radio and television public service announcements. The 2004 PSAs were developed to inform the public about the effectiveness of treatment for alcohol and drug use disorders, the nature of addiction and the recovery process, and the tremendous need to increase treatment service capacity across the country. The 2004 PSAs were "Boat," which demonstrates that all people who suffer from alcohol and drug use disorders are "in the same boat" and that treatment helps them to reach solid ground, and "Tony" which illustrates how getting help through treatment can enable a person to help others, thereby multiplying the effect of one person's treatment. The broadcast PSAs put an everyday face on addiction and recovery, and offer SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP, as the call to action if viewers, or someone they know, is in need of treatment. All PSAs were produced in English and Spanish.

The "Boat" 2004 English and Spanish TV and radio PSA spots received play as part of the White House Office of National Drug Control Policy's (ONDCP) Media Match Campaign/Ad council reel. In the past, placement of SAMHSA PSAs on the ONDCP/Ad Council reel has generated over \$1 million in additional free airtime.

In addition to the 2004 public service announcements, SAMHSA continued to track previous years' spots throughout 2004. These spots—Crosswalk, Psyched Up, Runner, Subtitles, Accomplishment, Drain, How To and Kid—were all produced in English and Spanish and made an enormous impact on people in recovery and those who have helped them on their path to recovery.

SAMHSA also created open-ended spots for customization. These open-ended spots allowed local television stations and community groups to personalize the PSAs with their logo, slogan, or telephone number at the end of the PSA. These spots were available via SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI).

In addition to the placement of the spots on the Ad Council reel, SAMHSA distributed the PSAs to national and local stations. The results are listed below.

### **Television PSAs**

The 2004 television spots, Boat and Tony, were produced in English and Spanish in 15-second and 30-second lengths and distributed to 1,700 TV stations and networks, including 76 Spanish stations nationwide. From June through December 2004, the PSAs aired 30,580 times through 145 outlets reaching 120 cities in 46 states, at an estimated earned media value of \$1,157,466 and 36,962,180 in viewer impressions. Additionally, the eight spots released in previous years continued to air, producing an estimated earned media value of \$2,675,132 and 295,153,980 in viewer impressions. In total, the overall estimated earned media value for all television PSAs aired in 2004 is \$3,832,598 with a collective viewer impression of 332,116,160.

### Radio PSAs

The 2004 radio spots, Boat and Tony, were produced in English and Spanish in 15-second and 30-second lengths and were distributed to 3,500 radio stations nationwide. From June through December 2004, the radio spots were broadcast 57,659 times through 349 outlets reaching 211 cities in 47 states, resulting in an estimated earned media value of \$606,383 and 4,068,711 in listener impressions. Additionally, the eight spots released in previous years continued to air, producing an estimated earned media value of \$1,986,935 and 217,112,362 in listener impressions. In total, the overall estimated earned media value for all radio PSAs aired in 2004 is \$2,593,318 with a collective listener impression of 221,181,073.

### Conclusion

The figures and events outlined in this report are a testament to the countless individuals who both worked hard in their communities and showed a tremendous demonstration of public support for *Recovery Month*. The *Recovery Month* 2004 celebration was the largest effort to date to raise public awareness about alcohol and drug use disorders, treatment, and recovery.

It takes continued vigilance to educate the public about the benefits of addiction treatment, and a conscious decision to actively work to reduce the stigma and eliminate the barriers that persist with addiction and recovery.

All materials for the 2004 campaign and past observances can be viewed by visiting www.recoverymonth.gov. To order materials, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information at **1-800-662-HELP (4357)**, TDD **1-800-487-4889**.